

News From The Road Home

Dane County

Winter 2022

18th Annual Homes For Families Fundraising Breakfast

The Road Home Dane County hosted our 18th annual Homes for Families Fundraising Breakfast on Thursday, Nov 3. Thanks to our committed sponsors, table hosts, and local partners, our half-hour virtual program reached hundreds of viewers throughout Dane County and beyond and connected our agency with dozens of new donors whose contributions will play a direct role in combating family homelessness in our community.

Many attendees appreciated how the program showcases the breadth of programs, personalities, and perspectives that make The Road Home such a unique and impactful organization. In just 30 minutes, viewers heard from current and former clients, agency staff, members of our board of directors, community partners, and individual donors who continue to support The Road Home's life-changing programs and services.

One of the stars of this year's program is Courtney, a local entrepreneur and current client of a permanent supportive housing program operated through a partnership between The Road Home and Stone House Development, Inc. With support from her housing advocate and the Wisconsin Women's Business Initiative Corporation, Courtney has forged a path from homelessness to ownership of a profitable and expanding small business, Luscious Beauty by Courtney. In hopes of providing motivation and encouragement to those facing similar challenges, Courtney spoke openly of how hardships stemming from homelessness, domestic violence, and her experience as an individual with a disability have shaped her entrepreneurial spirit and contributed to her long-term professional and personal success.

"When it's time to pick yourself up, don't do it for anybody else," said Courtney. "Do it for yourself. That's where I want my products to come in to play for my clients and customers. I want my products to make you feel like . . . you're it. Like you're special, because life should look and feel as beautiful as you."

In addition to demonstrating the efficacy of the programs offered by The Road Home, Courtney's story contributes to a long overdue shift around the perception of family homelessness, from a narrative that focuses not only on vulnerability and deprivation, but also makes space for equally critical factors like resilience, knowledge, and potential.

"It just takes for that one person to show belief in what they want for their own life journey for them to take the step forward," explains Dominique Christian, program director at The Road Home. "And that's what we as case managers see ourselves as being."

To view the 2022 Homes for Families Virtual Fundraising Breakfast program in its entirety, please visit trhome.org/breakfast.



Courtney, owner of Luscious Beauty by Courtney

Every child deserves a home

890 W Wingra Dr. | Madison, WI 53715

trhome.org



Thank You, 2022 Breakfast Sponsors

The Road Home Dane County shares our thanks to the many generous businesses and organizations that sponsored our annual fundraising event. Their financial contributions directly support our housing programs and innovative services dedicated to ending family homelessness in Dane County.

Generously Sponsored By:



Choreo Findorff Group Health Cooperative of South Central Wisconsin

Summit Credit Union TASC Employee Philanthropy Titus Talent Strategies WPS Health Solutions



Abigail Willauer sent in a photo of her team at M3 Insurance streaming the Breakfast presentation.

The Road Home Receives Generous Support

These foundations, businesses, organizations and congregations recently contributed \$2,500 and above in support of The Road Home's programs (July 1, 2022 through November 15, 2022).

\$2,500 - \$4,999

American Family Insurance
Ferraro Real Estate
St. Dunstan's Episcopal Church

\$5,000 - \$9,999

Alliant Energy Foundation
C.L.M. Park Foundation, Inc
Madison Rotary Foundation
Sandra C Schwab Charitable Gift Fund

\$10,000 - \$24,999

A Fund for Women
Lau and Bea Christensen Charitable Foundation
Meriter Hospital, Inc
Quartz Health Solutions
UW Health

\$25,000 - \$49,999

Dan & Patti Rashke (TASC) Family Foundation

\$50,000+

CUNA Mutual Group Foundation

Thank you to all our donors for your generosity and commitment to The Road Home's mission.

Donate to Strengthen Your Community This Holiday

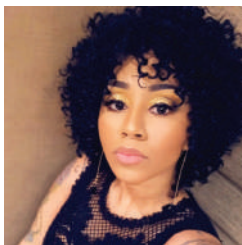
Through The Road Home's innovative approach to ending family homelessness, we work tirelessly to strengthen the community. By empowering families to achieve their goals around housing, education and employment, our local community benefits as families reach their full potential.

"Community means that everyone has the power to be exactly who they are and the support to build on that foundation," says Dominique Christian, program director. As a leader at our organization, Dominique ensures that families supported in our housing programs see their own impactful contributions to the community as they accomplish their goals and break the cycle of family homelessness.



Scan the QR code or visit trhome.org to donate today! You can also use the enclosed envelope to donate and support our mission of ending family homelessness.

Program & Development Directors Announced



The Road Home is excited to announce two new additions to our leadership team. Dominique Christian (pictured left) has been promoted to the position of Program Director, while Meghan Salzwedel (pictured right) has been hired to the position of Development Director. Both have hit the ground running in their new roles, putting the agency in capable and experienced hands as we prepare to turn the calendar into 2023.

Dominique joined The Road Home full-time in 2018 as a Housing Advocate before being promoted to Program Manager of scattered-site programs in early 2020. In her capacity as Program Director, she will be charged with overseeing each of The Road Home's 13 housing programs as well as managing the nonprofit's 15 program staff. As a member of the executive team, Dominique will also be responsible for a range of high-level duties related to staffing, budgeting and development, agency operations, and community advocacy.

"Since my initial internship at The Road Home to the present day, it has been an honor to promote individuals' capacity for self-determination and advocate for healthy, sustainable, independent living for families," said Dominique. "As the Program Director, I will intentionally foster partnership-building with grassroots organizers and encourage equity and inclusion in service delivery to homeless children and their families with an organization that is a successful leader in the housing system."

Meghan joins The Road Home after serving as the Development Director for Madison-based REAP Food Group. In her new role, she will be tasked with leading our agency's fundraising operations, which will include efforts to expand the organization's donor base and diversify its grants portfolio. An experienced development professional, Meghan will rely on her strong communication, management, and interpersonal skills to ensure the nonprofit's long-term financial and reputational strength. As a member of the leadership team, her contributions will be vital to maintaining the top-notch service families have come to expect from The Road Home's housing programs.

"I am incredibly grateful for the opportunity to join the team at The Road Home," said Meghan. "This organization plays an essential role in providing opportunities for families in our community who are experiencing homelessness, and I am thrilled to use my skills to support The Road Home's work."

Why We Give: Tom & Karen Golden

"Madison is a great place to live and it breaks your heart when you hear about kids in our community who do not have a home. Everybody should have a place to call home," says Karen Golden, donor to The Road Home. Karen and her husband Tom recently spoke during our virtual fundraising Breakfast about why they choose to give to our mission of ending family homelessness. The Golden's shared their perspective on the importance of giving, stating, "As parents of four kids, we have empathy for others and we want all children to have a place to call home. In Dane County, that should never happen -- that kids don't have a place to call home."

While reflecting on their own children who are now young adults, Tom and Karen noted that they worked hard to instill the importance of giving even at a young age. The Road Home serves 250 annually -- including more than 500 children -- in our housing programs, which are dedicated to ending the cycle of family homelessness. Tom summed up his passion for giving by sharing, "I think your team does great work and I think there's no better calling than helping families find homes."

To watch the Golden's full interview and the Breakfast presentation in its entirety, please visit trhome.org/breakfast.

We're excited to share that our organization has earned a 2022 Platinum Seal of Transparency with Candid!
Now, you can support our work with trust and confidence by viewing our #NonprofitProfile: trhome.org/who-we-are





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Dear Road Home Community,

The name of my business is Luscious Beauty by Courtney. I knew that I was capable of going back to work or working, but I wasn't mentally fit to work at a typical 9 to 5. I wanted something that was mine, so I looked into how to open my own business. Once I had stable housing, I took a few courses with a program called WWBIC (Wisconsin Women's Business Initiative Corporation) and from there I've pretty much been teaching myself how to manage, run and operate my own business.

I've been through a lot. I've struggled with homelessness. I'm disabled. And doing this all disabled on a fixed income is not easy. Like I said, I knew I was capable of doing more and this last change I ended up moving back home -- homeless. After being a victim of domestic abuse, and I don't mind talking about this because I want people to know me. And just in case anyone else is maybe going through the same thing, having doubts in themselves, I want them to know that you are capable of more.

It took a very long time for me to be this outspoken. It took a very long time for me to stand up for myself and realize what I want. My saying is life should look and feel as beautiful as you. When it's time to pick yourself up, don't do it for anyone else, do it for yourself. And that's where I want my skincare products to come into play for my clients and customers. I want my products to make you feel like you're it, you're special and you feel good.

-Courtney

